



Japan Travel

Japan Travel Scope

PROJECT SCOPE	
Nature of project:	Research and product development
Project outline:	<p>To research the north American market for intending travellers to Japan, outlining where these people get their inspiration and buy the services needed to make their journey.</p> <p>Further, to develop some travel products which currently do not exist in the Japanese market but which would help Japan Travel to create a new channel for consumer purchases.</p>
Intended deliverables:	<p>Research report on the USA market for travellers to Japan</p> <p>An ordered list of 10 potential travel products, with a mini description for numbers 4-10, and a richer product description and examples of similar products elsewhere for the top 3.</p>

Japan Travel Scope

Original request was for 10 “products”

What's a product? Market research? Service offering?

What we settled on;

- Market research for potential North American customers
- Web page and content assessment

Market Research Methodologies

- Online Survey
- Channels (Facebook, Instagram, LinkedIn, MBA cohorts, professional colleagues)
- 110 respondents in less than 24 hours!
- Types of questions (Demographics and Interests)
- Style of questions (Multiple choices & Open-ended questions)

Observations & Trends from Market Research

Summary:

Total 110 respondents

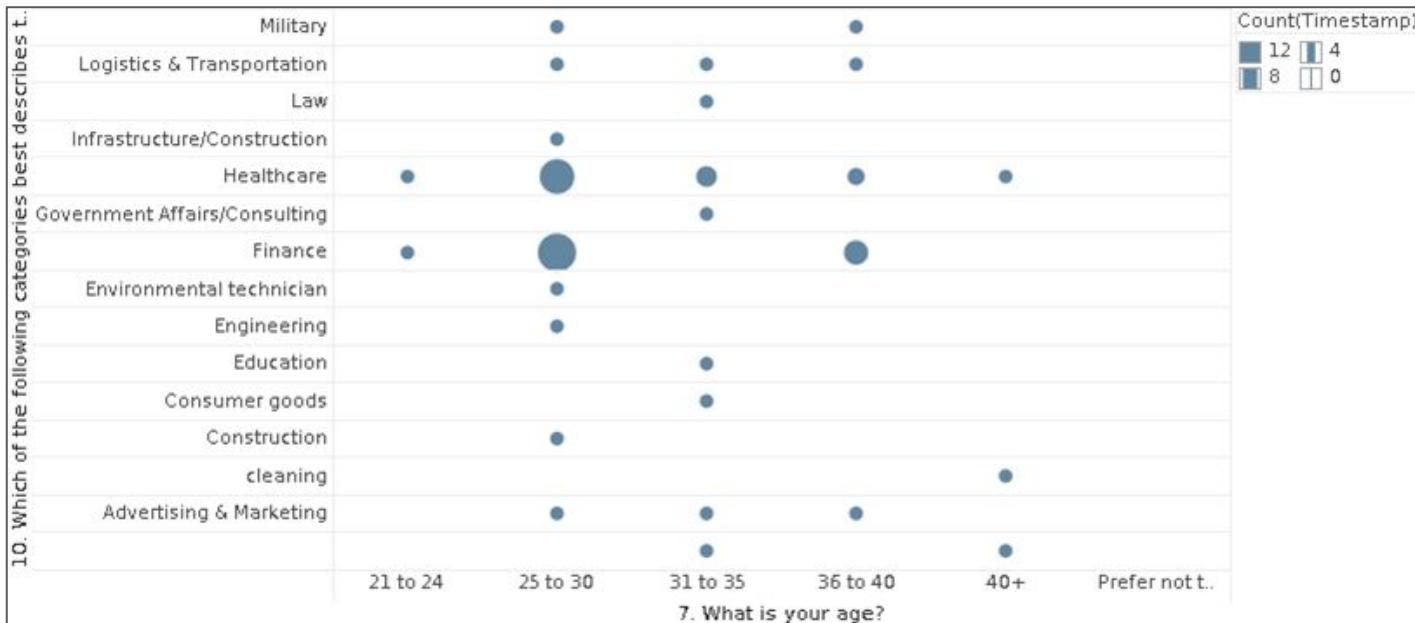
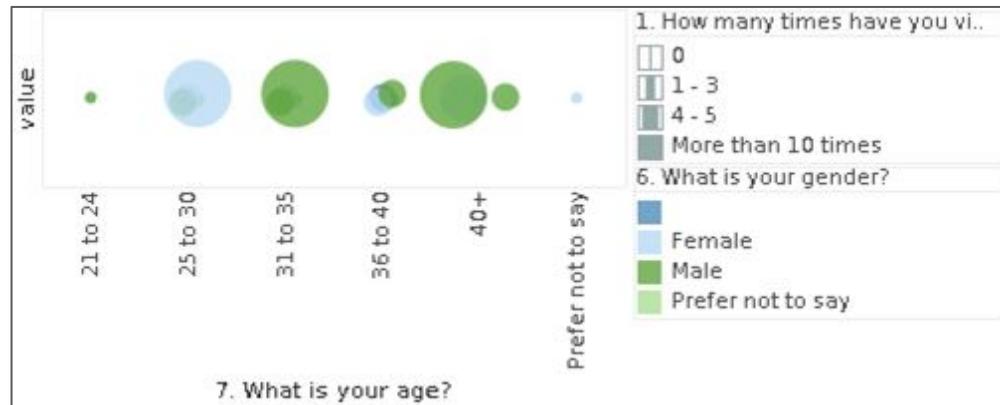
Most respondents 25-35 with male to female ratio 1:1

Healthcare and Finance are two of the largest sectors respondents in

Respondents concentrated in DMV area (MD51, DC20, VA9, total 80/110=72.7%)

- Majority visit Japan for vacation, followed by work, family/friends, and Olympics. The trend is consistent across all income groups.
- Travelling for work mainly exists in higher income groups.
- When respondents think about Japan, Rich culture came to mind in most respondents; interestingly, some portions of respondents (mainly age group 25-35) think of anime/video gaming as the first impression.
- Cost is the main obstruction among all groups. However, as income becomes higher, cost is playing a less significant role. Distance and time serve as obstacles as well.
- Most diversified activity needs emerge from \$80,000-\$150,000 group.
- Further investigation with specific groups (high affluent group) needed to better understand their specific preferences.

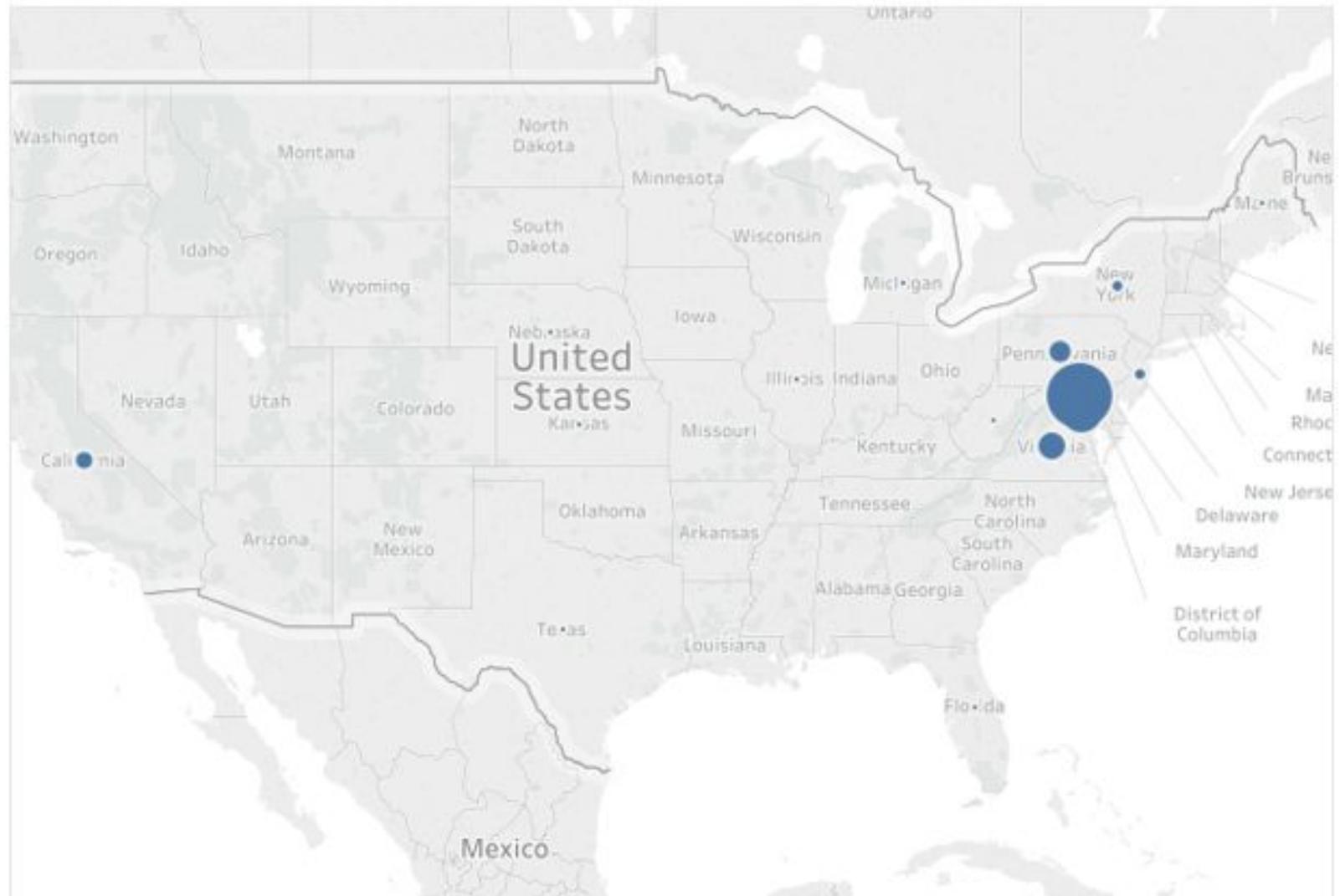
Demographics & Behaviors



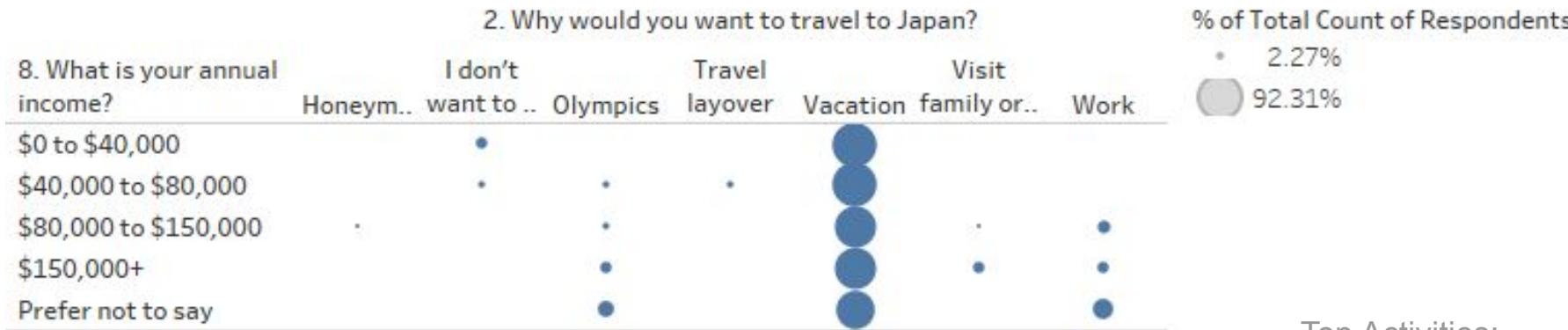
Respondents

1

51



Motivation for Travelling to Japan



% of Total Count of Respondents (size) broken down by 2. Why would you want to travel to Japan? vs. 8. What is your annual income?. Percents are based on each row of the table.

Top Activities:

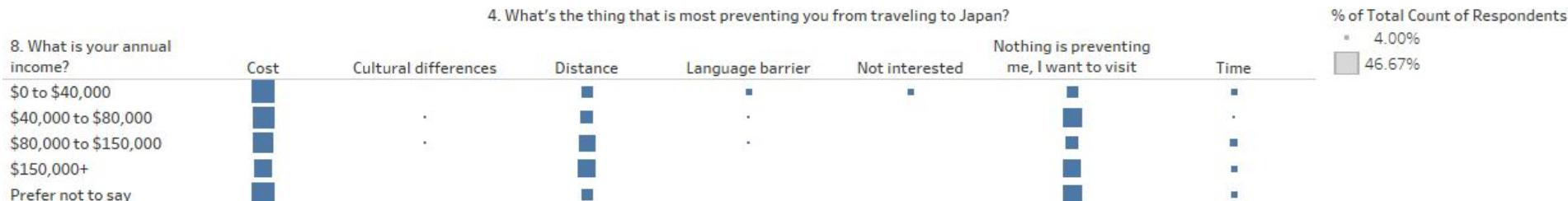
Food
Architecture Culture/History
Business Somewhere trains
Anime Sakura Hotspring speed
beverages Wildlife home Nightlife
people found Japanese
Language Drift friends actual concepts
transit locations Make
Meeting hot spring animals different activities
Sightseeing shopping Fashion Spa
Tech-savvy Snow-monkeys race
attraction Visiting Exploring restaurants
Exploring Hiking
Onsen

Q3 Impression



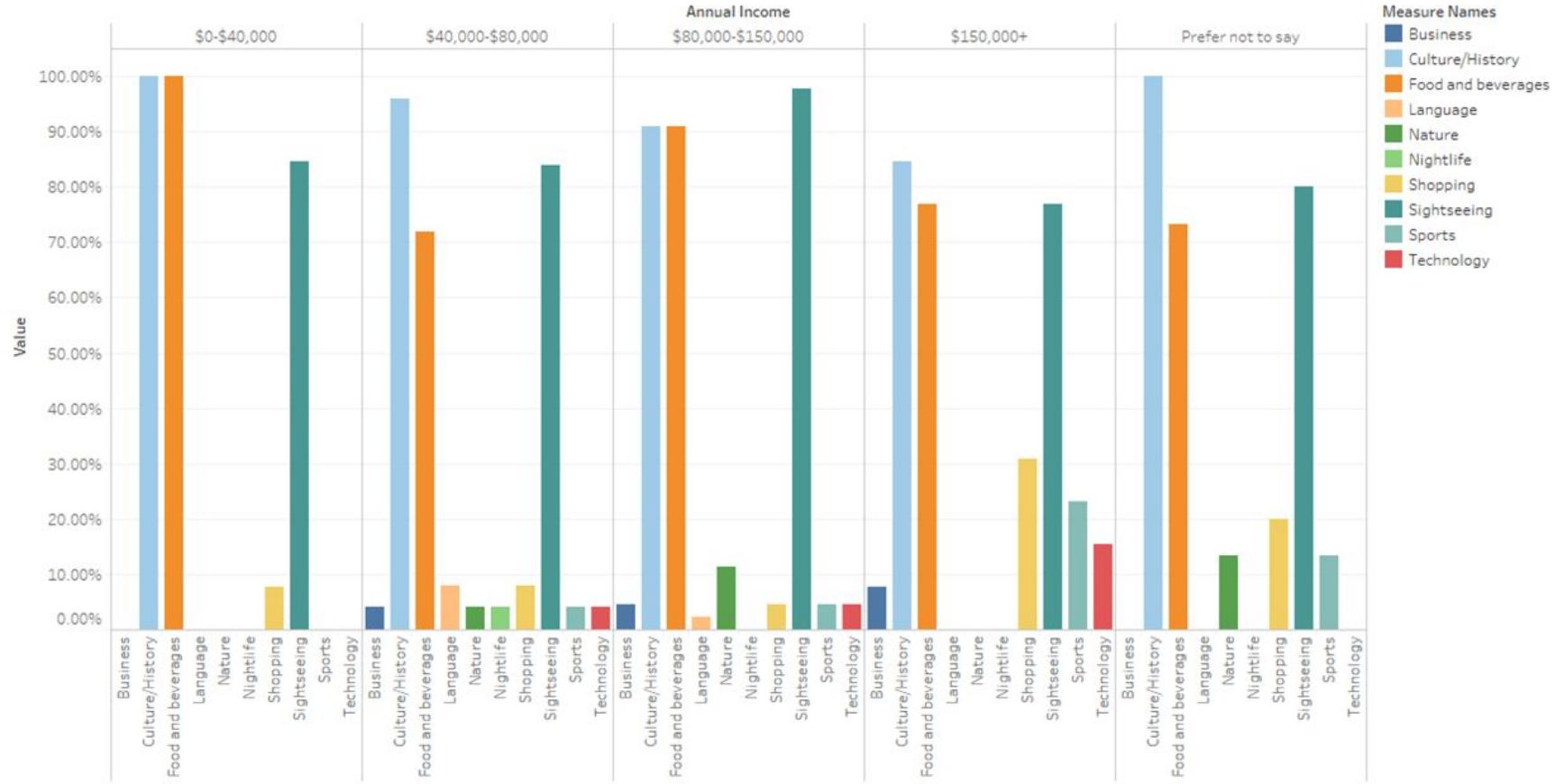
% of Total Count of Respondents (size) broken down by 3. What's the first thing that comes to mind when you think about Japan? vs. 7. What is your age?. Percents are based on each row of the table.

Q4 Obstruction



% of Total Count of Respondents (size) broken down by 4. What's the thing that is most preventing you from traveling to Japan? vs. 8. What is your annual income?. Percents are based on each row of the table.

Q5 Top3 activities that drive you to Japan



Business, Culture/History, Food and beverages, Language, Nature, Nightlife, Shopping, Sightseeing, Sports and Technology for each Annual Income. Color shows details about Business, Culture/History, Food and beverages, Language, Nature, Nightlife, Shopping, Sightseeing, Sports and Technology.

Website and Content Assessments

Strengths:

- Detailed, rich, well-written content
- Versatility as both a full-service travel agency with authentic travel blog provides unique positioning
- Knowledge of the country
- Photography
- Search capabilities
- Mobile-responsive and -optimized

By Todd Wojnowski Nov 8, 2018 - 3 min read

Many cities have iconic landmarks: New York City's Statue of Liberty, Paris's Eiffel Tower, Beijing's Great Wall. Tokyo has some unique features, of course, such as Tokyo Tower and the SkyTree, but to me the most identifiable landmark to the city will always be Shibuya Crossing.

It is an unquestioned must-visit for any trip to Tokyo.

The sprawling scramble intersection just outside Shibuya Station is an embodiment of Tokyo itself: action in all directions. Three huge television screens mounted on the buildings facing the intersection flash all day, while the rest of the area is covered with lights, advertisements, and more lights. And that's just when you're looking up. Look down, and you'll see the most remarkable feature of the area: the people. People are constantly pouring across the street from all directions going to even other directions. They all meet in the middle in a frantic mess, bumping, side stepping and swerving around each other as they try to cross.

Then, for a few minutes, it stops. These are some of my favorite times to be an observer at Shibuya Crossing: while the traffic gets its turn, each little corner of the intersection steadily fills up, up, up, and just as the people begin to spill out into the street, the crosswalk lights turn green and the mayhem starts all over again.

The intersection is a popular location for movies and media taking place in Tokyo. It has appeared in the films "Lost in Translation" and "The Fast and the Furious: Tokyo Drift," while making appearances in numerous music videos, newscasts, and animated programs. As a famous representation of modern Japan, photographers and videographers are almost constantly circling the intersection, climbing on guard rails and perching on subway entrances in an effort to find the best vantage point.

While fighting your way through the havoc in the center of the intersection is something any visitor to Tokyo should experience, Shibuya Crossing is also one of the most soothing and peaceful things to watch from a distance. The businesses facing the intersection all take advantage of their scenic position and have tables and windows facing the crossing. One of the most popular is the giant Starbucks located across from Shibuya Station. In addition to being a constant contender for the busiest branch in the world, its second floor seating area has a counter across its floor-to-ceiling windows, perfect for overlooking the intersection.

The surrounding area of Shibuya is a lively, popular destination for people of all walks of life. It is a popular nightlife spot filled with bars, clubs and izakaya, and weekend revelry is a common sight. It is also a trendy shopping district. Shibuya Station itself is a large hub of Tokyo trains and subways. Its Hachiko Exit (Exit #8), which leads to Shibuya Crossing, is enormous and always bustling, and is one of the most popular meeting points in the city. Many other subway exits of the station also surround the intersection.

While Shibuya Crossing may never receive the international status of other cities' landmark buildings, towers and bridges, it is an undeniable representation of the City of Tokyo itself: lots of people, lots of action, and lots of fun.

Was this article helpful?
Suggest an edit

Things to Do in Tokyo

THINGS TO DO IN KYOTO



Kyoto

CULTURE

Kyoto Tenryu-ji Temple in Spring
Tomoko Kamishima

2



Kyoto

ACTIVITY

Sakura Viewing along Kamo River
Jaime Wong

6



Kyoto

ACTIVITY

The Bamboo Forest of Arashiyama
Suwannee Payne

152

23



Kyoto

CULTURE

Kyoto's Historic Kifune Jinja
Sandra Isaka

9

Ambitious in nature

No matter what the request, we deliver any kind of experience through our vast network of providers – your imagination's the limit!

Passion for hospitality

We tirelessly work to fulfill your needs, paying attention to the finest details and delivering you the best experience

Pride in what we do

Our global team combines local experts and tourism specialists, whose passion, love and knowledge of Japan is shared with our customers



Your official Japan travel guide

[Things to do](#) Tours Latest Nearby



Kintaikyo Cherry Blossoms

Linda Cordes

Yamaguchi



Tokyo, 2.5 hours

TOP CHOICE ACTIVITIES

Robot Restaurant Show

5.0 ★ (2)

¥5,248



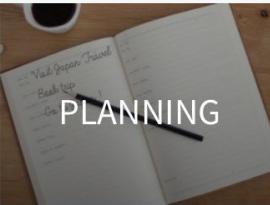
ACTIVITY

Enjoying Numazu's Cherry Blossoms

Tyra 'nell Pille-Lu



DISCOVER JAPAN TRAVEL



PLANNING



EVENTS



TOURS



MAP

FEATURED ON JAPAN TRAVEL



Matsue and the Izumo Region
A hidden time capsule of feudal Japan



Experiences



Osaka, 8 hours

ACTIVITIES

Osaka Shore
Ex... Ship Passengers



Kyoto, 12 hours

ACTIVITIES

Visit Amanohashidate and In... Japan Coast

¥10,692 +



Yamagata, 8 hours

ACTIVITIES

Shore Excursion to Mt. Hag... Passengers



Miyazaki, 8 hours

ACTIVITIES

Miyazaki Shore
Ex... Ship Passengers

More experiences

Website and Content Assessments

Weaknesses:

- Content hidden or buried
- Travel agency services are not immediately apparent to site users
- Busy homepage
- Lack of crosslinks
- Navigation unclear
- Too search-dependent



Book: Tours & Experiences | Tailor-made Tours | English

Login Sign up Search

Your official Japan travel guide

Things to do Tours Latest Nearby



Bishamondo Naked Man Festival, Urasa

Rufus Starbuck



CULTURE Sakura at Maizuru Park

Tristan Scholze

Feb 18 Mar 22



CULTURE Plum Blossom at Jonan-gu in Kyoto

Cathy Cawood

Feb 18 Mar 22



ACTIVITIES Nakano Broadway and Studio Ghibli Tour

¥8,500 +



SPONSORED CULTURE Experience Rural Tourism in Owara

Featured



CULTURE Cascading Japanese Plum Blossoms

Ellery Smith

Mar 2 Mar 3



TOP CHOICE ACTIVITIES Robot Restaurant Show

5.0 2 Reviews

¥5,248

Accommodation

Activity

Culture

Food

Nightlife

Beauty & Spa

Shopping

Transportation

DISCOVER JAPAN TRAVEL



PLANNING

Know before you go with our guides



EVENTS

Browse our event calendar for things to do



TOURS

Book a tour or activity



MAP

Navigate Japan via our interactive map



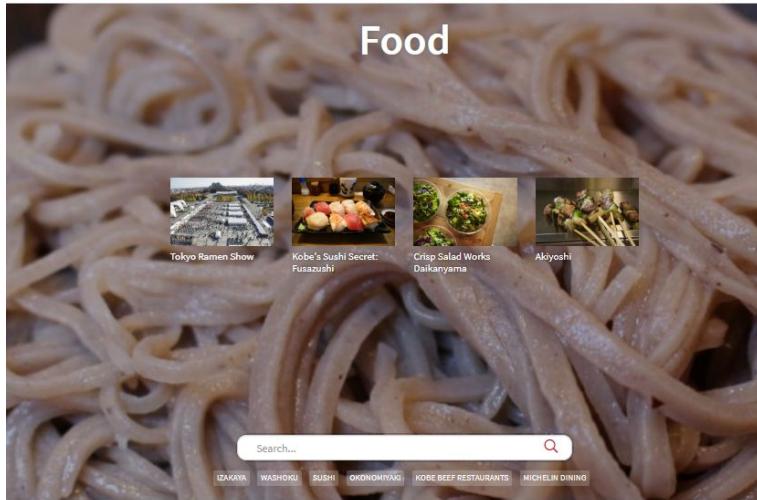
FEATURED ON JAPAN TRAVEL



JapanTravel Interests Destinations Events Planning Bookings

Login Sign up Search

Food



Search...



Search...



2,118 RESULTS

Sort by ▾



FOOD Shinjuku's Memory Lane

Andrew Ng

Previously known as Piss Alley, over 60 bars and restaurants are crammed along the side of Shinjuku JR station on the grounds used...

Tokyo 12 6



FOOD Tomita Ramen in Matsudo

Tom Roseware

Tomita Ramen offers award-winning and tasty tsukemen ramen at its small ramen shop in Matsudo, Chiba prefecture. Opened in 2006...

Chiba 76 2



FOOD Mochi Pounding at Nakatanidou

Chery Mu

Have your mochi pounded at breakneck speed by champion mochi-making experts before eating it fresh and warm on the spot.

Nara 15 3



CAFE 10 Unique Starbucks in Japan

SEARCH FILTERS

American | Cafe | Chinese | French | Halal
Indian | Italian | Japanese | Korean
Mexican & Spanish | Thai | Vegetarian

All prefect ▾ All content ▾ Food ▾

POPULAR

Recommended Populer

- Ushigoro Bambina Grilled Beef Bar
- Nanashi Ramen
- Grilled Eel at Kawatoyo
- Kameki Sushi

The Japan Travel website features a top navigation bar with links for Home, Interests, Destinations, Events, Planning, Bookings, Login, Signup, and Search. The main header "OSAKA" is prominently displayed above a sub-header "Enjoy a faster pace in Kansai's capital". Below the header are several search filters: Accommodation, Activity, Culture, Food, Nightlife, Beauty & Spa, Shopping, and Transportation. A large section titled "THINGS TO DO IN OSAKA" displays five cards with images and details: "Osaka Castle" (Activity), "Osaka Universal Cool Japan 2019" (Event), "Food - Pizza House in Nipponbashi" (Food), "Food - Nenba Tosome" (Food), and "Nightlife - Ted Ichijima" (Nightlife). Below this is a "TOURS AND EXPERIENCES" section with a card for the "Japan Tour: Osaka, Kyoto, Nara and Tokyo (Halal)" which costs \$260,000+ for 7 days. Another card shows a person making takoyaki with the title "Make Takoyaki in Osaka" and cost \$1,400+. A "View all" button is located at the bottom of this section. The "ABOUT OSAKA" section includes a map of OSAKA, information about the city's history, culture, and landmarks like Osaka Castle, and a "Ramen Festival" entry. The "AROUND OSAKA" section features a card for "Sakai City" with an image of a bridge and text about its scenic parks and food. The "Things to Do in Osaka" sidebar lists various activities and attractions.

Lack of crosslinking to other content on site

A screenshot of a travel website article. At the top, there's a navigation bar with 'JapanTravel' logo, followed by 'Interests', 'Destinations', 'Events', 'Planning', and 'Bookings'. Below the navigation is a header with 'Tokyo | Shibuya | Nightlife' and social sharing icons. The main content starts with a quote from Todd Wojnowski: 'Many cities have iconic landmarks: New York City's Statue of Liberty, Paris's Eiffel Tower, Beijing's Great Wall. Tokyo has some unique features, of course, such as Tokyo Tower and the SkyTree, but to me the most identifiable landmark to the city will always be Shibuya Crossing.' It includes a photo of the crossing.

It is an unquestioned must-visit for any trip to Tokyo.

The sprawling scramble intersection just outside Shibuya Station is an embodiment of Tokyo itself: action in all directions. Three huge television screens mounted on the buildings facing the intersection flash all day, while the rest of the area is covered with lights, advertisements, and more lights. And that's just when you're looking up. Look down, and you'll see the most remarkable feature of the area: the people. People are constantly pouring across the street from all directions going to every other directions. They all meet in the middle in a frantic mess, bumping, side stepping and swerving around each other as they try to cross.

Then, for a few minutes, it stops. These are some of my favorite times to be an observer at Shibuya Crossing: while the traffic gets its turn, each little corner of the intersection steadily fills up, up, up, and just as the people begin to spill out into the street, the crosswalk lights turn green and the mayhem starts all over again.

The intersection is a popular location for movies and media taking place in Tokyo. It has appeared in the films "Lost in Translation" and "The Fast and the Furious: Tokyo Drift", while making appearances in numerous music videos, newscasts, and animated programs. As a famous representation of modern Japan, photographers and videographers are almost constantly circling the intersection, climbing on guard rails and perching on subway entrances in an effort to find the best vantage point.

While fighting your way through the havoc in the center of the intersection is something any visitor to Tokyo should experience, Shibuya Crossing is also one of the most soothing and peaceful things to watch from a distance. The businesses facing the intersection all take advantage of their scenic position and have tables and windows facing the crossing. One of the most popular is the giant Starbucks located across from Shibuya Station. In addition to being a constant contender for the busiest branch in the world, its second floor seating area has a counter across its floor-to-ceiling windows, perfect for overlooking the intersection.

The surrounding area of Shibuya is a lively, popular destination for people of all walks of life. It is a popular nightspot filled with bars, clubs and izakaya, and weekend revelry is a common sight. It is also a trendy shopping district. Shibuya Station itself is a large hub of Tokyo trains and subways. Its Hachiko Exit (Exit #8), which leads to Shibuya Crossing, is enormous and always bustling, and is one of the most popular meeting points in the city. Many other subway exits of the station also surround the intersection.

While Shibuya Crossing may never receive the international status of other cities' landmark buildings, towers and bridges, it is an undeniable representation of the City of Tokyo itself: lots of people, lots of action, and lots of fun.

Was this article helpful?
Suggest an edit

Things to Do in Tokyo

Heart 22

0 4 14

By Bonson Lam Jan 25, 2019 - 3 min read

You may have heard or seen the television series like "Tokyo Diner", or perhaps "Cheers", where everyone knows your name. It is the concept of an intimate eatery seating less than 20 people, and run by an "onesan" or "mama", usually the owner of the eatery. It is no coincidence that the word onesan means 'older sister', as the place has more of a family feel, a contrast to the formal atmosphere that some traditional Japanese Kaiseki restaurants are known for, where the customer is treated like the king.

What makes these places so different to the usual bars is that either the customers know each other, or the place is so small and conducive to social connection, that a newcomer is welcomed to their inner circle, kind of a private party where you can order much what you like, and you can chat to anyone in the restaurant.

While they are very much favourites and treasured secrets amongst locals, it is not often that tourists can stumble across a place like this. Here, you can talk on first name terms with the owner, as I call her my "sister" Tomoko, and the party got underway, attracting the attention of passers-by, hoping to get into the action. Invariably a couple would come in, and not wanting them to miss out, we poured them a shot of our huge bottle of sake.

This place features a counter which while a little on the low side, provided a view of the kitchen. We sat a little bit further over two wooden tables, while not next to the kitchen, is so close that you can easily chat with the owner.

Tonight, due to several days of supply disruption, there was only four items available on the menu, Potato wedges, fried chicken, gyoza dumplings and yakisoba noodles. These were all crowd pleasers and our party of ten were more than happy to order multiple plates of each dish. Every dish, while simple, was cooked to perfection. The chicken was crisp on the outside and juicy on the inside, letting the natural flavours shine without over marinating the chicken. Likewise the Gyoza was juicy and had the right mix of meat and vegetables. Other crowd pleasers include sour citrus Shochu and Kirin beer on tap, though the local product like Sapporo Classic and Nikka Whisky is featured as well.

This is Hakodate's answer to the "hole in the wall" bars in Shibuya and those night eateries in Tokyo folklore that are under the train tracks of Shinagawa or Yurakucho. The place itself is simple, unpretentious, yet homely. There were just some wooden tables and a television in the background showing a baseball game. It blurs the lines between a private party at someone's house, and a pub or bistro.

There are many pubs like this in the eat street, a grid of small bistros in an area that you could be lucky to fit eight cars. They mainly serve Japanese cuisine, and even though our pub didn't have Karaoke, as the place was so small and intimate, it was only natural that we break into song between drinks, whether it was *A hard day's night* or any other song where everyone knew the lyrics, well at least the chorus.

GETTING THERE

Located near the port, and hemmed between the Pacific Ocean on one side and the cold currents from Siberia on the other side, one could imagine this place being frequented by seafarers barely breathing after an epic David vs Goliath struggle on the raging seas. While this could be the case, you are more likely to see local salarymen fighting everyday battles in the office. The meals served reflect this with every eatery serving some kind of Japanese cuisine. Likewise there is little in English signage. When walking here from Hakodate station or tram stop, look out for the "Daimon Yokochō" or 大門横丁 sign in Japanese kanji script.

0 4 14

Website and Content Assessments

Recommendations:

- Simplify homepage to drive/focus user traffic to rich library of content
- Group content by top cities on homepage (level 1) followed by experiences (level 2) e.g. sightseeing, culture/history, food, hotel/travel accommodations within those cities rather than relying on search
- Highlight your full-service travel agency
- Crosslink content to other webpages on site
- Include \$USD amounts next to the tours and experiences page

PREFECTURES

Mie Shiga Kyoto **Osaka**

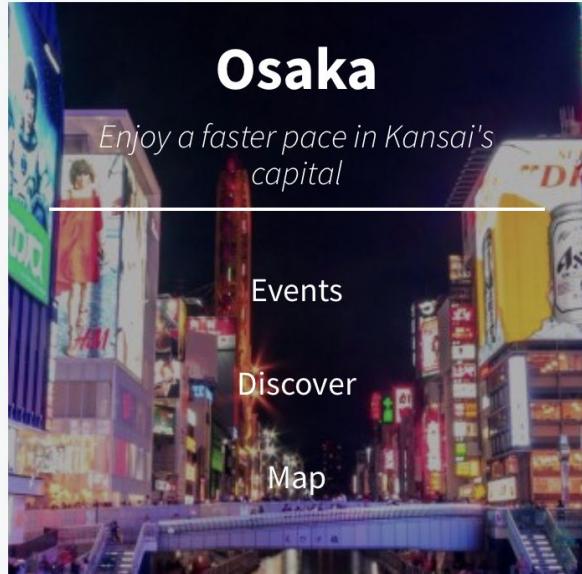
Osaka

Enjoy a faster pace in Kansai's capital

Events

Discover

Map



ACTIVITY

Universal Cool Japan
2019



FOOD

A Pizza House in
Nipponbashi

PREFECTURES

Mie Shiga **Kyoto** Osaka

Kyoto

Sacred shrines, Zen gardens, bamboo groves and geisha

Events

Discover

Map



ACTIVITY

Miyama, Kyoto's
Mountain Retreat



FOOD

A Vegan Eating
Journey at Ain Soph

Tours



Kyoto, 1 day

TOURS

Enjoy 1 Day Tour in
Ky... Historical Sites!

¥4,583



Yamagata, 4 days

TOURS

Sea of Japan Bike
Tour (Self-guided)

¥92,000 +



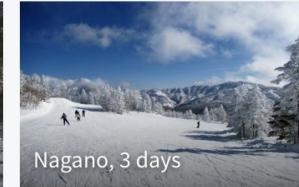
Tokyo, 1 day

TOURS

One-Day Tokyo Share
Bike Pass

5.0 ★ (2)

¥2,700 +



Nagano, 3 days

TOURS

JapanTravel Local:
Shiga Kogen S... 2019

¥27,900

More tours

Website and Content Assessments

Additional Opportunities:

- Sponsor travel enthusiasts on social media
- Increase the keywords and external links to include Olympics 2020
- Build a landing page for the Olympics leveraging preexisting content with some new Olympic-focused content with a link in homepage navigation
- Crosslink targeted content to other webpages on the site